

NICE PROFIT FROM FIRST JULY SPORTS

\$467.50 Made on Thursday Ball—
Carnival and Dance Shows Approxi-
mately \$200 Profit—Money to Be
Spent for Benefit of Community—
\$100 Voted for Road North of
Town

The financial report of the Dougan
for Day Sports put on by the Bas-
ano and Board of Trade shows that a
substantial profit was made on the
day's operations.

The sale of carnival tickets, in
connection with which the Short-
horn ball from the Prince of Wales
ranch was given away, netted a cer-
tain balance of \$467.50.

The carnival and dance turned in
a profit of approximately \$200.

These figures were submitted at the
Board of Trade meeting held in the
Imperial Hotel last Wednesday
noon, July 4.

The board members are very well
satisfied with the results of the
day's work. The gate receipts at the
fair grounds and the carnival
and dance receipts were consider-
ably less than the amounts collected
in previous years, but in view of the
nearby of ready cash which the
public ordinarily spend on sports
or entertainment, the results on the
whole are very gratifying.

All of this money made by the
Board of Trade will be spent on
work for the betterment of the com-
munity, including road building,
cemetery improvement, auto camp,
irrigation work, etc.

\$100 Voted for Road

Under the heading of new busi-
ness a motion was passed providing
for the donation of \$100 to be spent
on supplying gas and oil, etc., for
the power machines which the farm-
ers plan to use in improving the
trail running due north of Basano
for a distance of about 14 miles.

The board members decided to
observe the usual summer holiday
period by dispensing with the last
meeting in July and the first meet-
ing in August.

OLDTIMERS MEET AT STEVEVILLE

Homesteaders Talk Over Old Times
—Picnic Narred by Rain

The old timers' picnic
at Stevieville on Sunday
the 5th, was somewhat marred by
the heavy rain of Saturday night.
The district around Stevieville,
though dry the early part of the
season, has been having heavy rains
of late, and the high water in the
river has been a great help to the
people who attended the picnic were
rewarded by the beauties of the
scenery as the cars and hills stood
out with unusual clearness and the
downpour of rain. Many showers
during the day, drove the picnickers
into the shelter of the Stevieville hall
where they partook of drink and
supper in true picnic style, and in
between times, had a program con-
sisting of piano solos by Margaret
Bell, readings by Helen Sandgate,
Mrs. E. E. Bell, Dr. W. G. Anderson,
and Frank Murphy, songs by Jimmy
and Pat Donaghy, and a one act
play "Folks from Down East" by

CARS COLLIDE ON MAIN HIGHWAY

Mrs. Ralph Burrows and Mrs. A. M.
Anderson Receive Minor Injuries
—\$125 Damage to Burrows' car

Mrs. Ralph Burrows, of Coonville,
suffered a bruised nose and Mrs. A.
M. Anderson, of Coonville received
cuts on the forehead when a car
driven by Silver River, of Minne-
sota, crashed into "Ralph Burrows"
car on the main highway 14 miles
west of Basano at 2:15 a.m. Thurs-
day, July 9.

Silverton, driving an old model Ford
car of 1925 vintage, was travelling
west on the wrong side of the road.
The Burrows car, a new model Ford
sedan, held Mr. and Mrs. Ralph Burrows,
Mrs. A. M. Anderson, and
P. Penner, employees of Mr. Burrows.
Penner was driving and was on the
right side of the road.

The Burrows car was damaged to
the extent of about \$125, while dam-
age to the Silverton car amounted to
only a few dollars.

Fine Imposed

As a result of the accident Silver-
ton was charged with driving on
the wrong side of the road. Sergeant
J. N. Cawsey prosecuted. The case
was tried before Police Magistrate
A. G. Hord on Thursday, the same
day the accident occurred, and Silverton
was fined \$15 and costs.

A fine of \$2.00 was imposed on P.
Penner, driver of the Burrows car,
for operating a motor vehicle with-
out a license. Later a driver's license
was issued to Penner.

It is understood that Silverton
will bear the cost of repairing the
Burrows car.

HOSPITAL NEWS

Born to Mr. and Mrs. W. B. Bore,
of Basano, a son, on Wednesday,
July 9.

Born to Mr. and Mrs. J. Peterson,
of Clancy, a son, on Wednesday, July 9.

Miss Kathleen O'Leary, of Queens-
town, recently underwent an opera-
tion for appendicitis. She is get-
ting along nicely.

Mrs. J. E. Vining, of Concord,
is a patient in the local hospital
after an operation.

Misses Helena Sandgate, Lee An-
derson, Jack Bradshaw, James Don-
aghy and Mrs. A. K. Sandgate-
Spier, who have been the house-
keepers of the hall and within.
Those present were: Mr. and Mrs.
Steve Hall, John McMillan, George
Kitchener, Frank Murphy, of Stevie-
ville, Dr. and Mrs. W. G. Anderson,
Mrs. E. A. Sandgate, and Helena,
Mrs. J. E. Vining, of Concord, J. I.
Bradshaw, James and Patrick Don-
aghy, Mr. and Mrs. Ralph Burrows
and Mabel Henson, W. E. Haulter,
Mrs. G. Thorburn and Nellie and
Hilja Thorburn of Tudor; Mrs. J. Sargent
and Jack Sargent of Calgary, and
Mrs. and Mr. R. Eastman.

Consider-
ing the rains of the past few days
the roads were in good shape. The
river is very high, "Old time" high
water mark; the ferryman called it,
and the ferry crossed very easily
and made an excellent landing.

Next year, the "Old Times" picnic
will be held on the third or fourth
Friday of July and will be followed
by an old time dance in the hall at
Stevieville.

Hussar News

Vacation is here. The following
were promoted from Grade 5:

Honors: Irving Sanden, 77.28, Por-
della Stepan 75.45.

Promoted from grade 6: Honors:
Penny, Una Holland, 71.14, Clara
Kousman 69.47, Mary Hansen, 68.42,
Harry Gustafsen, 62.11, John Christ-
ensen, 67.5, Ethel Hansen, 66.1,
Jimmy Dunlop, 49.5.

Promoted from grade 6: Honors:
Doris Coffey, 88.3, Ruth Brown, 80.1,
K. Christensen 79.17, W. Wills 77.7,
Penny: June Clifford, 71.1; Evelyn
Kousman 62.4; Axel Gustafsen 59.5.

5. Maurice Braasard, 60.5; Helen
Holland 57.7, Francis Holland 62.5.
Promoted from grade 7: Honors:
Clifford Sanden 68.5, Katie Graham
78.7; Herbert Elliott 78.7, Helen
Jans, 77.6.

Penny: Marian Sanden 74.8; Nettie
LeGrandeur 68.1.

Promoted from grade 8: Honors:
Gordon Reeves 83.7, Emerson Brown
82.1; Dorothy Nelson 78.3; Phyllis
Rasmussen, 77.4.

Penny: Isabelle Haigh 72.9; and
Loren Moffat 73.9; Robert Kaugh-
man 68.6; Roland Brassard 54.

Head of the races here Saturday night
and on and on July Sunday, made
the country look fresh and green.

Harold French was as Hussar cal-
led to the hospital on Saturday night
and Daisy will be back on Wednes-
day evening.

Miss Annie Robinson went to Bas-
ano on Saturday to visit Mrs.
Wahs.

The Brownies, at the kind invita-
tion of Mr. W. D. Moffat, motored
out about 10 a.m. on Saturday after-
noon, and had a jolly time play-
ing games till 6.30, when a most de-
licious lunch was served. They re-
turned about 7.30, all agreed that
it was one of the best of their ex-
peditions, so far.

Mr. and Mrs. A. A. Clifford motored
to Calgary Sunday morning. Mrs.
Clifford remained for the week, and
Miss Evelyn will go up for her lat-
ter.

Mr. Lawson is spending the week in
Calgary.

E. LeGrandeur is again judging at
the stampee. Miss Edna Macdon-
ald, who has been teaching at Stevie-
ville, will be back this week, accom-
panied by the past week, accom-
panied him to Calgary on Sunday.

Word came that Miss Bergt
Holland, who has been in the Bas-
ano hospital for several weeks, is
(continued on back page)

Rosemary News

ROSEMARY, July 9—Charlie
Goswami of Grom was in the colony
Tuesday night, and lived to be ex-
hibited at the Gem school fair, this
fall.

Friends here enjoyed the visit last
Thursday evening of Mr. and Mrs.
Copeland and son, of Calgary, who
were on their way to Toronto.

Mrs. C. Krause enjoyed a visit the
past week with her friends, Mr. and
Mrs. Schellenberg of Sask.

Mrs. Angel of Basano is visiting
with Mrs. Jones.

Mr. and Mrs. W. Park and child-
ren and Mr. and Mrs. Park of Bran-
don, who have been visiting the
Park family the past week, left last
Friday morning for Calgary and the
Huff to spend their holidays.

Mr. and Mrs. Hubert and daughter
spent Sunday afternoon with Mr.
and Mrs. R. Eastman.

The local baseball boys won the
game at Duchesne Sunday afternoon
bill Alford pitching and Art Peter-
son hitting the bat.

Duchess will play here Sunday afternoon with
Mr. A. V. Farnsworth who has
been asked to take charge of the
baseball school during the camp
meeting at Lacboe left Friday. His
brother Ernest will conduct the ser-
vices of the union church here the
next two Sundays.

Mr. and Mrs. Brundt of the
"Isle of Man", England arrived here
this week. Their son Jack played
the old Stevieville piano.

Mrs. Nora Narum and Little Floyd
Pickett left Tuesday evening for
Raymond.

Our local A. P. elevator man is
spending his vacation on his farm
irrigating area.

Mr. Lauver of Duchesne took a
truck load of logs to Calgary Mon-
day.

Mr. and Mrs. Norton,
P. Sellings and family went to the
river Sunday for berries. The re-
port is that the berries are very
scarce.

Mr. and Mrs. Norton and Miss
Erma also lay Gallup spent several
days at the Calgary stampee this
week.

OUR NEW SERIAL STORY

The first installment of our new
serial story, "Howena Rides
the Rumble," appears in this
issue of The Mail.

Readers will find this most
interesting story of three people,
two girls and a man, who make
a transcontinental publicity ma-
chine out of their automobile man-
ufacturing company. The man is
an artist, one of the girls, a
novelist, a writer, and the other
girl goes along as a cheap
society.

This is a new story written by
Ethel Houston, a modern and
popular author. The story will
run about three months, with a
generous instalment each week.

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society.

NEW GROCERIA IS OPENED UP

Self Serving Grocery Store Backed
by A. McKee—Under management
of P. Unsworth

A grocery of self serve grocery
store has been opened up in the pre-
cinct of the former Basano Tradi-
ng Co. store. This new business
establishment is backed by A. Mc-
Kee and is under the direct and in-
dependent management of P. Un-
sworth, formerly of Calgary.

Mr. Unsworth is already known to
many local people, having been
managing the sale of the bankrupt
stock of the Basano Trading Co.
store since it was taken over by A.
McKee.

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Countess News

COUNTRESS, July 8—Mrs. Gamble
and daughters and Mrs. Blum were
Thursday afternoon guests at Mrs.
Mac Ferguson's.

Miss Barton left for Ottawa on
Tuesday where she will visit rela-
tives during the summer.

Mr. and Mrs. Ralph Burrows
spent a day in Calgary this week.
Mrs. Benjamin of Brooks and
daughter spent a few days visiting
with Mrs. Heidt.

Miss Roberta Cowan is spending a
few days in Calgary.

Mr. and Mrs. Macintosh have been

HOSPITAL BOARD REDUCES SALARIES

Ten Per Cent Reduction Made in
Salaries of All Employees—Motion
Prohibiting Employment of
Local Nurses is Rejected

A reduction of ten per cent is be-
ing made in the salaries of all em-
ployees of the Basano Municipal
Hospital. This will include the
superintendent, nursing staff, jan-
itor, maid, and secretary treasurer.

The reduction was decided on at
the meeting of the hospital board
last Saturday evening, July 4.

The reduction does not apply to
the hospital board members, who
will continue to receive the regular
rate of \$4.00 per meeting and mil-
age allowance at the rate of ten
cents.

Motion Re Local Nurses

One important item of business
was the rescinding of motion No.
120. This motion was passed at the
board meeting of a month ago and
was provided in this motion that the
hospital board deemed it not advis-
able to employ nurses who ordin-
arily reside in or whose families
ordinarily reside in the hospital dis-
trict. The rescinding of motion
No. 120 gives local nurses the same
status as "outside" nurses with
respect to employment in the Basano
Hospital.

Collections Show

The receipts of the hospital dis-
trict for the collection are good, and
the hospital many outstanding
accounts which it will use strict
measures to collect.

spending their holidays in Louis-
iana, Alberta visiting friends.

Miss Ivy Price teacher of Burn
Brace left Friday for Calgary where
she will stay with her parents.

Mr. and Mrs. Sorenson and family
spent Friday afternoon at Basano
dam.

Mrs. Macintosh is enjoying a
visit from her mother from Har-
vey.

Many Countesses enjoyed July 1
at Basano.

Fred Sorenson is spending a com-
plete day at the Calgary stampee.

Mr. and Mrs. Gamble and family
motored to Calgary, Monday, re-
turning same day.

Mr. Matlick, Sr., and his daughter
of Bishop, California, are visiting
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TAX COLLECTIONS ARE FAIRLY GOOD

Municipal Tax Collections Ahead of
Last Year, Last Session's Tax Ave-
raged \$8.00—8 per Cent Discount If
Paid Before July 31

Municipal tax collections in Bas-
ano are fairly good, as indicated in
the secretary treasurer's report at
the town council meeting last Mon-
day evening. This year municipal
tax collections in June amounted to
\$8014.50, as compared to \$7781.43
for the same period last year. The
council thought this was a very good
showing.

School tax collections, however,
are down, and the amount collected
so far is considerably less than for
the same period last year.

A discount of ten per cent was al-
lowed on taxes paid before July 1,
and many ratepayers took advantage
of the saving effected by paying
promptly. A discount of 8 per cent
is allowed on taxes paid before July 31.

Routine Business

The council meeting consisted
principally of routine business. The
town engineer's report showed
three barrels during the month of
June, one leak in the water main,
and reported work had been started
on the sidewalk program.

The inspector gave a good report on
the sanitary condition of the town,
and made a few recommendations.
Council adjourned.

The following accounts were read
and passed for payment:

Electric Engineers Ltd.	7.50
Mussons Ltd.	104.95
W. S. Playfair	60.12
A. R. Maurer	3.00
Petty Cash disbursements	81.97
Gos. Gouldie	2.30
Basano School Dist.	2000.00
A. G. Austin	20.88
Telegraph	17.10
C. P. R. D. N. R.	30.15
Pay roll for June	743.95
H. D. Bensen	61.46
Chas. Power Co.	246.50
Crown Lumber Co.	17.35
A. P. Pierson	1.35
Mothers Allowance	95.00
Basano mill	60.85
King's Printer	3.44
W. K. Webb	22.10
Nat. Drug and Chem. Co.	12.32
Calgary Power Co.	20.45



HOWENA RIDES THE RUMBLE

BY ETHEL HUESTON

THE FIRST INSTALLMENT
The first trouble lay with Peter.
Peter Blende—He was the fly in
the ointment, the blot on the smooth
car, the carbon knock in the motor.
Things just couldn't possibly have
looked out more to Howena's favor,
except for the persistent presence of
Peter. And there was absolutely no
hope of getting rid of him—he was
deeply mixed up in everything.

To tell the truth, it was Peter's
presence in the first place. Howena
herself only got into it at the last
minute in answer to an advertise-
ment in the morning paper. It was
Peter who put her in it.

For Peter was a commercial artist, a
man with a talent for paint and
a need for more ready money. He
spent his days painting trees, rocks
and running brooks, dotted here and
there with pretty girls, Algonquin
anglers and Broadway golfers, as a
background for the Rackford Road-
ster, their model, comprising fully
half the picture.

It was Peter who conceived the
equitable idea of a Rackford motor
car series country with the well-
known artist, Peter Blende, at the
wheel. He figured—and converted
Mr. Rackford, president, and Mr. Ruff,
secretary and treasurer, to his fig-
ures—that it would be the pinnacle
of publicity to conduct such a tour,
with pauses at all points of prime
interest for him to paint a picture of
the Rackford Roadster poised on the
brink of a precipice, pulling its way
slightly out of a volcano, skidding
nearly off a rotting glacier, or be-
traying the sands of the desert.

Peter said—and Maers, Rack and

But agreed with him—it would be
good business to take a copy-right
along in the car to feature the high
lights of the trip and apply the
proper adjectives both to landscape
and motor, in this way insuring a
maximum of newspaper publicity
that would establish the new road-
ster once and for all in the motor
mind of America.

So Peter advertised for a copy-
writer.

"Wanted," read the advertise-
ment in the morning papers. "A
talented man in answer to an adver-
tise-ment in the morning paper. It was
Peter who put her in it.

For Peter was a commercial artist, a
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a need for more ready money. He
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ORPHEUM THEATRE TALKING PICTURES!!

THURSDAY, FRIDAY AND SATURDAY THIS WEEK

"BE YOURSELF"

A series of wit, fire, source, comedy, song hits, uppercuts,
dancing ensembles, jokes, pathos, and big time personality.

MONDAY, JULY 15—"THE LAST OF THE BUENAS," a Zane Grey
story with an all star cast. prices, children 50c, adults 35c.

THE GEORGIAN SINGERS

TUESDAY ONLY, JULY 14—same picture program as Monday but
with the additional musical program presented by the Georgian
Singers; classic and comic entertainment; A. Edmondson, bar-
itone; Phyllis Hume, double voiced artist; splendid program.
prices—children 25c; high school pupils 35c; adults 50c.

THURSDAY, FRIDAY, AND SATURDAY NEXT WEEK

"The Call of the Flesh"

Mamou Novaro stars in this great picture.
All passed "U" pictures



BASSANO LODGE No. 32, ANCIENT FREE and ACCEPTED MASONS
 Meet second Tuesday of the month
 Visiting brethren cordially welcome.

Worshipful Master
 H. T. JOHNSON

Secretary
 H. H. BEEBEE

WALTER K. WEBB
 BARRISTER - SOLICITOR
 NOTARY PUBLIC

Phones: Office, 35
 Residence, 46
 Bassano - Alberta

B. E. BARLOW
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 M. V. A., Alberta
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 JOHNSTON BLOCK
 Bassano, - Alberta

WILLIAM McLAWS
 Barrister, Solicitor, Notary
 BASSANO ALBERTA
 Phone: Office 6, Residence 123

DR. A. G. SCOTT
 M. B. L. M. C.
 PHYSICIAN - SURGEON
 Phone: Office 87
 Residence 131

Alberta Granite, Marble and Stone Co., Ltd
 GRANITE, MARBLE AND STONE
 MONUMENTS HEAD STONES

G. S. WATSON
 AGENT
 Bassano - Alberta

HARRY HOLMES
 CARPENTER & BUILDER
 Estimates Given on All Work
 If you are in need of building or carpenter work of any kind
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A. T. Connolly
 Registered Optometrist



Broken lenses replaced from prescription or pieces. Absolute satisfaction guaranteed. Quick service.
 BASSANO, ALBERTA

Bassano Nursery

The only place to order your
 plants, flowers, potted plants, ferns (place, Whitman, sword, and Asparagus ferns).
 We sell to give satisfaction. Are you a customer of ours? If not, try us for your next order.

W. S. PLAYFAIR
 PEED - AUTO LIVERY - DRAYING
 Agency For
GALT COAL
 PHONE 26 Opposite Depot

Shoe and Harness Repairing
 FINEST CLASS WORK
 REASONABLE PRICES
HONG LEE

CYNTHIA
 Cynthia came to live with us one cloudy winter morn.
 Didn't bring a single thing; a tiny mite forlorn.
 Had no baggage, cash nor bonds; not a thing to wear;
 Didn't know a single soul, and didn't seem to care.
 Cynthia isn't very wise, cannot understand
 That she holds a score of hearts in her curled-up hand;
 Takes just everything we give, and pays us with a smile;
 Yet that bargain seems to us very much worth while.
 Cynthia eats and sleeps and smiles, hasn't much to do;
 We don't care, we're satisfied, for she's a dream come true!

HOW TO LIVE
 By Willard J. Funk

Plan your living, so and thus: Be a bit meticulous:
 Never, never falsify:
 Have a purpose: always try
 To determine the price:
 Definition of the nice:
 Have a mission: be intense:
 Calculate the difference:
 To a final decimal
 Of all good and evil... well...
 Yikes! Cab... a pretty bit...
 Whoop!... And there's the end of it!

SPRING SONG
 By Eleanor Allie Chaffee

I'm a fool, and well I know it.
 To be walking stony streets,
 When a dusty road is curving
 Round a budding hill that meets
 Cool spring sky with such a line
 As is carved of new green grass.
 When the shade of April air then
 Into morning as they pass.
 I'm a fool, and well I know it.
 And beside me, to their shame,
 Walk ten thousand others like me,
 Deaf and dumb and blind and lame.
 A fool, sir.

PARABLE TO THE VACATIONISTS

Now it came to pass, as summer drew high that Mr. Church Member lifted up his eyes unto the hills and said: "Lo, the hot days come, and even now are at hand. Come let us go unto the heights, where cool breezes refresh us, and glorious scenes await." "Thus spakest wisely," quoth Mr. Church Member. "Yet three, yea, four, things must we do before we go." "Three things I can think of, but not four," responded Mr. Church Member. "We must arrange for our flowers to be watered and cared for, discounture our paper, and see that the mail is forwarded, but the fourth eludes my mind." "The fourth is like unto the first three, yet more important than all. 'Thou shalt dig down into thy purse and pay our church pledge, that the good name of the church may be preserved and that it may be well with thee, for verily I say unto thee, thou now hast more money than thou wilt when thou dost return." And it came to pass that Mr. Church Member paid his pledge for the summer, and the Treasurer rejoiced greatly, saying: "Of a truth there are those who care for the Lord's work." And it was so. Oh, Christians! the Calendar.

Tweet! Tweet!
 A corpulent teacher was giving a lesson to a class of small children on a canary.
 Teacher: "Can any boy tell me what a canary can do and I can't?"
 Sharp Boy: "Plase, mize, have a bath in s'wacer!"

Check Cream Prices

with the prices of other products of the farm, and you will realize that the returns from cream products have held to a better level than other products.

Cream production is the surest and most satisfactory method of providing "cash on hand."
BASSANO CREAMERY

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 Walter J. Smith
 Editor and Publisher
 Subscription—\$2.00 a year in Canada

Pat Burns, famous cattle man, of Calgary, has been appointed to the senate. He should be able to give the senate a good shake anyway.

We haven't heard a word about the federal government's assisting the beet sugar industry. Mr. Bennett promised to give this matter every consideration, but perhaps he is so busy hacking the budget to pieces that he hasn't time to slip in a prop for the beet sugar industry.

EQUAL CHANCE FOR LOCAL NURSES

The Bassano Municipal Hospital Board has removed the discrimination against employing local nurses in the hospital. Nurses who ordinarily reside in the hospital district are now given an equal opportunity with "outside" nurses for employment in the local hospital.

The discrimination against the local nurses was put into effect by a motion passed at a hospital board meeting held a month ago. The motion was rescinded at the board meeting last Saturday.

The board made a wise move to rescinding the motion. It is unfair to bar local nurses from employment in the Bassano Hospital. They are just as capable, just as efficient, and just as trustworthy as any other nurses, and they should be given the opportunity of joining the staff of the local hospital if they desire to do so.

MAGAZINE PUBLISHERS WORRY

It is rumored that the Canadian magazine publishers are not so happy over the proposed heavy duties to be levied on American magazines.

Designed to give "protection" to Canadian magazine publishers, Premier Bennett's new tariff regulations may have results that he did not foresee, and give the Canadian publishers more competition than ever.

The heavy tax on American magazines is aimed at either the advertisements or the literature they contain, or possibly both. To maintain his Canadian circulation in spite of the heavy tax the resourceful American publisher to counterfeits the plans for printing his magazine on the north side of the international boundary for Canadian circulation.

This will create employment, but practically all the staff of the Canadian plants will be imported from the United States. And with branch printing plants in Canada the American magazines, having already a large circulation, will be able to meet much greater competition to Canadian periodicals.

No wonder the Canadian publisher is worrying.
 At any rate, something is wrong with Mr. Bennett's "protection" scheme, for if it is one of those tariff changes that die of coming into effect has been postponed.

Time Lies
 Lady Golf Notice (after truth wife at ball): "Thank goodness, it's gone at last."
 Caddie: "It isn't the ball that's gone, miss—it's your wait-wait-wait."

In Memoriam
 Fish Dealer: "Fresh, lady? Why, this fish breathed its last just as you came in the door."
 Customer (confused): "And what a breath it had!"

Gobbler Not Guilty
 Wife: "Dear, to-morrow is our little wedding anniversary. Shall I kill the turkey?"
 Hubby: "No, let him live. He didn't have anything to do with it."

Look for this label
GILBEY'S LONDON DRY GIN
 When you are buying Gin, see that this label is on the bottle. It is a guarantee that the contents are real London Gin, distilled in London, England, from the very finest materials. Avoid disappointment by always asking for
GILBEY'S LONDON DRY GIN
 Distilled, bottled and guaranteed by
W. & A. GILBEY
 LONDON, ENGLAND, SYDNEY, AUSTRALIA, TORONTO, CANADA, SINGAPORE, HONG KONG.
 This Advertisement is not published or displayed by the Liquor Control Board of the Government of Alberta.

ROSENA RIDE THE RUMBLE

by ETHEL HUESTON

CONTINUED FROM PAGE 1

"I suppose you're a little less good-looking than you were," she said, and there, her black and white shoes were spotless, the fingers of her gloves neatly mended. The collar of her rust-colored coat was clean, though it had been soiled from the car.

"Pick out the best-looking one," Mr. Rack began when the secretary announced the applicants were outside.

"Don't you think," interposed Peter neatly, in his mild, ingratiating drawl, "that you had better look them over first? After all, no body can visualize a lovely face and figure behind the wheel of a Rack-off roadster as you can, you know."

Mr. Rack thought that was a particularly good idea. He called in Mr. Ruff to assist, allowing Peter also to sit at a time. And he and Mr. Ruff looked over them, one by one, and noticed their literary efforts, and noticed their eyes and nakes and complexions, putting down in inebriable comments on their memorandum pads.

The secretary having saved Rosen from a dramatic scene, Rosen for the last. Rosen was so lovely that at first they would not believe

difficult had been encountered.

"It was so innumerable difficulties," Rosen said awestruck.

"The whole enterprise" was dead-locks, plans were checked, contracts were cancelled. The way Mr. Rack put it with the full accord of Mr. Ruff, it seemed pretty hopeless. Peter quite wilted under the deadly finality of it all.

"Unless," he suggested tentatively, "we advertise again and get an older author, maybe a married one—I suppose a little less good-looking would be better under the circumstances—would attract less attention."

"That you signed me," protested Rosen quickly. "If you try to put any one in my place, I'll get out an injunction and tie up everything."

Rosen's eyes at that moment were a clear cold, business blue. Not one of them doubted for a moment that she would do just as she threatened.

Mr. Rack threw out his hands despairingly. "Well, it's off, that's all," he declared.

And Mr. Ruff nodded his head. Peter seemed to be cowed into acquiescence. But Rosen was never



"I'm Roseana Rostand," she told them

she was a writer at all, and she had to show them a copy of her book and some of her signed stories.

Mr. Rack's hair was a curious chamberlain shiner of gold and bronze and brown. Her eyes were limpid pools of light that swam with blue, now grey, and in gentle moments softened to hazel.

"I'm Roseana Rostand," she said, looking at them straightforwardly. "I am twenty-five years old. I have had one book published and it was so good that practically nobody read it. I worked on a newspaper for three years and I've had eleven stories published in first-class magazines. And you may not think I'm so very good looking, but lots of people do."

Rackruff Motors, Inc. in the persons of Messrs. Rack and Ruff, thought so too. Even Peter nodded his approval.

And so Rackruff Motors, Inc., bound itself by written agreement to finance a motor tour for a party consisting solely of a beautiful young writer twenty-five years old and a commercial artist of thirty years and the opposite sex.

Rosen and Peter were called in for a conference early the next morning, and Mr. Rack, ably seconded by Mr. Ruff put it to them squarely: "Somebody had blundered, everybody had blundered, if it came to that. An insurmountable

one to be cowed into acquiescence. She laughed brightly.

"Why, my dear," she said, "it doesn't make the least bit of difference. This is a business trip, I am a professional writer. Mr. Blande is a professional artist. We are thrown together in a purely business capacity, and under any and every circumstance whatsoever to do with it. No body thinks anything of a man spending eight hours a day locked into four walls with his stenographer. Certainly an author and an artist riding the public highways in a car are far safer."

Unfortunately for Rosen, however, Messrs. Rack and Ruff continued to object. Even Peter did. They made all due allowance for Rosen's purity of purpose and nobility of nature, but Rackruff Motors, Inc. said Mr. Rack, stood firm for the conventions.

"Of course, if you feel like that," Rosen said cheerfully. "Mr. Blande and I will be guided entirely by your wishes. We will have to get a chaparral; that's all."

"We wouldn't care about paying the expenses of a third party," said Mr. Rack quickly. "Mr. Ruff was treasurer of the company."

"It will not be necessary," said Rosen. "We will take a lady with us who will be glad to make the tour for her transportation, paying her own living expenses en route."

"Can you find such a person?" asked Mr. Rack.

"Certainly," said Rosen brightly. "Leave everything to me."

"What are you going to do?" asked Peter.

"The same thing you did. Adventure!"

So they went down the street to the nearest Child's and faced out an advertisement that seemed to suit their purpose.

"I wanted. Young woman to serve as companion on extensive motor tour of the United States. Transportation provided, but must pay own living expenses."

Peter wanted to put in something about a pleasant disposition being an asset, but Rosen said it would unless—said all women thought they had good dispositions.

"You advertised for a good-looking author didn't you? And did you see the job that answered?—We'll have to trust her disposition to luck."

"She has a nice voice," she whispered to Peter.

Miss Lowell said she could start on Monday morning, that she could get off her travelling companion in one suitcase and a small travelling bag, and that she had an allowance of twenty-five dollars a week. I wait a minute," Rosen put her hand over the transmitter. "She can spend twenty-five a week," she said to Peter.

"Well, that ought to be enough," said Peter. "Except for the car, I'm hoping to get along on less."

Miss Lowell said she would meet them at the hotel, and at the Rackruff show-room at ten o'clock Monday morning without fail, and she thought it was going to be great fun.

"Oh, by the way, Miss Lowell—" "Oh, please don't call me Miss Lowell. Call me Bobby. Everybody calls me Bobby. Miss Lowell is so stiff."

"Well, by the way, Bobby Lowell," went on Rosen, "you'll have to ride in the rumble seat."

"I don't care," was the brave retort. "I'll be willing to ride a cow-catcher to get out of New York and get out quick."

Now Rosen did not like artists. She said they were so abstract. Rosen herself was extremely concrete. She felt her heart beat as it was a shame that such a heavenly opportunity to go places, see things, meet people—and best of all make money doing it—had to be all messed up with an artist like Peter. Even Rosen, however, could see that she couldn't very well get rid of him—under the circumstances, she couldn't see that she couldn't go alone now—she would be a travel worth the telling. And how they would photograph the two of them in a snappy 1931 Rackruff roadster! The publicity they would get!

Mindful that there would be photographs of them, Rosen and Peter from the Rackruff Showrooms—the publicity department was taking care of all that—Rosen took extreme pains with her appearance that Monday morning, and that was an unusual thing with Rosen.

When she presented herself at the Rackruff show-room at ten o'clock on Monday morning, Messrs. Rack and Ruff had good reason to congratulate themselves on their choice of author. Photographers and reporters were enchanted.

A girl like that, now, swinging along the Rocky Mountains in a Rackruff roadster—ah, there was publicity made for your kind, and it was all Peter's idea, too.

(continued next week.)

A BARGAIN
 Brand New Pontiac Six
 4-Door Sedan for only
 \$1204

Do not buy a car until you have seen this brand new last model Pontiac Six sedan. At this low, complete delivered price, you and your family can enjoy a modern beautiful car that has not travelled a single mile in use. This recent model Pontiac 4-door sedan is priced fully \$150 below what it cost last year. New car guarantees. Buy on time.

HARVEY SMITH
 Pontiac Dealer
 Bassano - Alberta



One KODAK Snapshot brings back a host of memories

HOW quickly childhood passes! Youngsters are grown-up almost before you realize it! Some day you'll want to remember your children just as they used to be. And when that day comes you'll treasure above all else the Kodak snapshots that are so easy to make now.

Take plenty of pictures of your children Kodaks are as low as \$5 here

STILES "The Druggist"

Might Cancel the Deal

Said the Scientist to the Protoplasm.
"Twixt you and me is a mighty chasm.
We represent extremes, my friend,
You the beginning, I the end."
The Protoplasm made reply
As he winked his omniscient eye.
"Well, when I look at you, old man,
I'm rather sorry I began."

Poison to Him
Old Lady (to tramp)—"Why don't you work? Hard work never killed any one."
Tramp—"You're wrong, lady. I lost both of my wives that way."
Waste Not, Want Not
"Did ye hear about Sandy McCulloch findin' a box of complainers?"
No.
"Yes—so he went and bought a pair of tight shoes."

Local Newslets

Miss Elsie Dodds, of Gem, has been engaged as stenographer in the Bassano court office.

Mrs. W. P. Keith and baby son spent the early part of the week in Calgary.

W. H. Keay and Jim Gordon, of the Jenner district, were in Bassano last Monday. They report crops are looking fair in the Jenner and Idalgeldish districts.

Mrs. L. Roch and daughter Daryl left last Sunday to spend a month's holidays at LeRoy Bank, with Mr. Roch's mother.

Harvey Smith was a business visitor in Calgary on Tuesday.

Mrs. P. G. McCrear and children, who spent a month's vacation with relatives in Crossfield, returned home last Saturday.

Miss Frances Lalor left last Sunday afternoon for Vegreville, east of Edmonton. She was transferred to the court office at that point.

Misses Anna and Marie Anne Simons of Cluny are spending a couple of weeks with their uncle and aunt, Mr. and Mrs. Louis Simons in Bassano.

Mrs. W. J. Lyle, of Loyal, W. is spending the summer months with her daughters Mrs. W. E. Sambrook and Mrs. W. J. Redmond.

Mr. and Mrs. D. Hutchison and children left last Saturday for Oull Lake where they are spending their vacation.

Dr. A. G. Scott, Mrs. Scott, and George, motored to Calgary, Wednesday night to attend the exhibition and stampee.

Mr. and Mrs. Robt. Lindsay, of Medicine Hat, are visiting in Bassano with Mrs. Lindsay's parents, Mr. and Mrs. S. Leonard.

V. Hogan and Hal Gaetz motored to Calgary Tuesday afternoon to take in the Calgary stampee.

Harry Spence was in Calgary for a day this week.

Mrs. M. D. Macdonald and daughter are visiting in Calgary this week.

Mr. and Mrs. Wm. McLaws and children were in Brooks last Sunday visiting with Mr. and Mrs. J. Macintosh.

Edwin and Bobby Beck are here to spend part of their vacation with friends in Bassano.

Misses Patsy and Lola Hunter who have been visiting friends in Bassano accompanied their parents to Calgary the first of the week for the stampee.

Mr. Warren and Mrs. Corbett, accompanied by Mrs. W. McFarlane motored to Calgary last Sunday.

Mrs. W. K. Webb has been visiting friends in Calgary for the past week.

Mrs. H. W. Ford and her guest, Mrs. E. A. Beck, who has been visiting in Bassano for the past week, motored to Calgary on Monday.

Miss Nora Downie of Gleichen is visiting with Miss Freda Leonard this week.

Roy Smith and family spent two days at the Calgary stampee this week.

Hal Gaetz returned from Red Deer the first of the week.

Miss V. Bramley left last week-end for Edmonton where she will attend summer school.

Mr. W. McFarlane and family motored to Calgary last Sunday. The misses Ruth and Bernice plan to spend a few weeks vacation there.

Guy Foster motored to Calgary Wednesday morning to take in the stampee for a day.

Austin Ford is now employed as caretaker and lifeguard at the local swimming pool.

Hugh Gayford, accompanied by his brother Roy motored to Calgary the first of the week and they will spend the week with their brother Frank Gayford, of Calgary.

Mary and Andrew Cathro spent Monday at the Calgary stampee.

Richard Hathborne and Riverdale Uberlin motored to Calgary Monday, returning the same evening.

A. G. Bond returned last Friday after spending a month's vacation visiting friends and relatives in the Pacific coast states.

GOOD SERVICE



When it comes to CAR SERVICE We are right on the job

GOODYEAR TIRES
OIL - GASOLINE
GREASING
CAR WASHING
TIRE REPAIRS
BATTERY REPAIRS

Bassano Service Station

A. P. PIERSON, Proprietor



Smoking in Autos

The Czechoslovakian capital, already celebrated as the "anti-smoking paradise", has made another drastic move against tobacco users by its prohibition of smoking on any traincar. This time it affects motorists by making it illegal for the driver of any car to "light up" and enjoy a puff or two, be it pipe, cigar or cigarette.

The Value of Benny

Perhaps the average automobile does not realize the intimate personal interest which he actually has in the preservation of the beauties of the countryside. Yet this interest is depreciated, as a check-up on the volume of traffic on any road that leads to districts having scenic beauty, against those highways which have purely utilitarian advantages, will reveal. The person who places, may take the short cut in a hurry to get from place to place through unattractive scenery, but the average motor car driver will

pick the road that gives him beautiful views. And so it is that campaigns to preserve the natural beauties of the landscape or to add attractiveness in any highway whatever by cleaning out damaging signs or planting trees along the right-of-way, have an actual cash value to the dealers, because scenic beauty tempts the driver to greater use of his vehicle. Dealer associations and individual merchants, as well as motor car owners, can well afford to support legitimate campaigns for the preservation of the beauties of our Canadian countryside.

France Holds 1913 Records

The 1911 automobile racing season opened with the French holding 56 of the 62 official world's records, the English 3, Americans 2, and Italians 1. These records are approved by the International Sporting Commission.

Buried in River Eight Years

1903 Cadillac Still Runs
A 1903 one-cylinder Cadillac, which had lain submerged eight years in Cripple Creek near Murfreesboro, Tenn., recently was salvaged, overhauled and driven 700 miles to Detroit. Frank Wright, owner, and Ellis Floyd, made the trip. They averaged 20 miles an hour, used two gallons of oil, and got 40 miles to the gallon of gas. "The car originally belonged to a country doctor," Wright explained to newspapermen. "He made calls in it in the rural districts of Tennessee for approximately ten years. Then my father bought it and drove it for another ten or so. One day he parked it by his mill on the bank of Cripple Creek. A terrific rain-storm came up during the night. The creek rose, the bank gave way and the old car went to a watery grave. We figured it was no odd we might as well forget it, which we did for eight years. Now long ago I decided to haul it out just to see what was left of it." The wheels, body, radiator, carburetor and some other parts were missing. But the engine had not rusted. And the frame was in good condition. So I overhauled it, and it ran so well I decided to try it on a trip to Detroit. There was nothing to it. It's as good as new perfectly."

India Replaces Elephants by Motor Cars

Elephant power has been so largely supplanted by motor vehicles in India that the government recently had to auction seventeen elephants before they were found and then there were only a half dozen left.

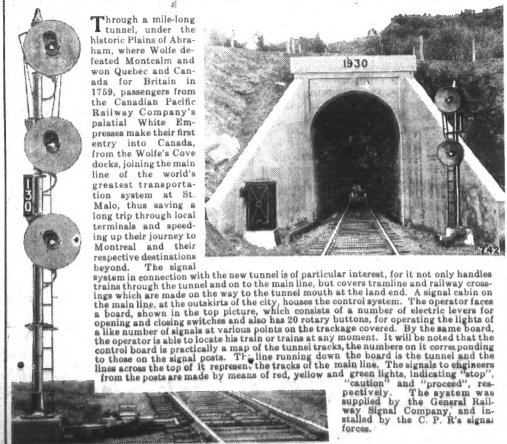
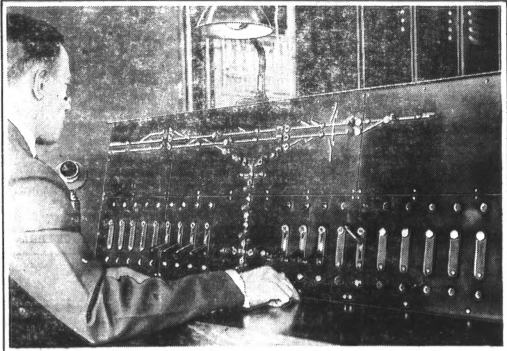
Try Under "L"

The boss eyed the stenographer with a cold eye.
"Young lady," said he, "that filing cabinet is supposed to be very exact. How is it you can't find what you are looking for?"
"I'm looking for my lurch."

Only One Who Owned It

A burglar entering the home of a Riverside house, upon surprising her, remarked, "I don't want your life, but your money, lady."
"Oh, go away," she replied petulantly, "you're just like the rest of them."

Signalling Trains Through New Quebec Tunnel



Through a mile-long tunnel, under the historic Plains of Abraham, where Wolfe defeated Montcalm and won Quebec for Britain in 1759, passengers from the Canadian Pacific Railway Company's palatial White Empress make their first entry into Canada, from the Wolfe's Cove docks, joining the main line of the world's greatest transportation system at St. Malo, thus saving a long trip through local terminals and speeding up their journey to Montreal and their respective destinations beyond. The signal system in connection with the new tunnel is of particular interest, for it not only handles trains through the tunnel and on to the main line, but covers tramping and railway crossings which are made on the way to the tunnel mouth at the land end. A signal cabin on the main line, at the outskirts of the city, houses the control system. The operator faces a board, shown in the top picture, which consists of a number of electric levers for opening and closing switches and also has 20 rotary buttons, for operating the lights of a like number of signals at various points on the tracks covered. By the same board, the operator is able to locate his train or trains at any moment. It will be noted that the control board is practically a map of the tunnel tracks, the numbers on it corresponding to those on the signal posts. The line running down the board in the tunnel and the line across the top of it represent the tracks of the main line. The signals to engineers from the posts are made by means of red, yellow and, green lights, indicating "stop," "caution" and "proceed," respectively. The system was supplied by the General Railway Signal Company, and installed by the C. P. R.'s signal force.

A Little Improvement On Nature

Maybe the finest grapes do hang the highest. Maybe the sweetest nuts are the hardest to crack. Maybe every rose does have its thorn.

But—the best merchandise, the best values, the best buying opportunities, are the ones that are the easiest to discover today.

This little improvement on nature can be credited to the advertisements that appear in your newspaper. Their function is to make the best articles of every description widely known and easily obtainable.

The very nature of its job has helped advertising to succeed. Everybody likes good news. And advertisements tell all of us how and where we can get the very best of the things that we want.

When it comes to deciding on your purchases the easiest way is also the best one. When you follow the advertisements you get the soundest values, the most improved merchandise, and the greatest satisfaction for the money you spend.

It pays to read the advertisements

DRESS GOODS

ART SILK in small floral design; fast color; 4 yard dress lengths; price **\$2.60**JERSEYS: Thin summer jerseys for small boys; special price **49c**BAGGAGE: Suit Cases, Club Bags, Hat Boxes, for your summer vacation; priced **from \$2.95**LADIES' COATS: Snappy tweed coats with deep cuff; the season's newest style. We have only one coat left; size 20; reg. \$19.50; to clear at **\$10.95**MEN'S SUMMER SHIRTS: Well made, English broad-cloth shirts in white and new colors; collars attached; price **\$1.65**LITTLE TOT'S PAJAMAS: Only a few pairs left; sizes 2 and 4; bluebird floral crepe; to clear at **49c**BLOOMERS: Girls', check nainsook summer bloomers in bright new shades; price **35c**

Groceries

SPECIAL, 1 tin Royal Cherries, 1 tin Plums, 1 tin Pears, 1 tin Pineapple, all for **.69**
 PORK AND BEANS, Royal City, 2 for **.25**
 SALMON, Clover Leaf, medium, 3 pkgs. tin **.29**
 KIPPER SNACKS 3 tins for **.25**
 JELLO, assorted flavors 3 pkgs. **.25**
 COFFEE, Our Special 3 lbs. for **1.00**
 TEA, Our special; per lb. **.50**
 FANCY BISCUITS; per pkg. **.10**
 SHREDDED WHEAT BISCUITS; 2 pkgs. for **.25**
 FLOUR WAX, 1 lb tin, special **.45**
 SOAP FLAKES, 3 boxes for **.50**
 MATCHES, Eddy's, 3 boxes for **.49**
 ORANGES, no advance; still big value; 3 doz. for **1.00**
 BANANAS, Saturday only; per lb. **.10**

RASPBERRIES, CHERRIES, RICE TOMATOES CUCUMBERS, Etc.

James Johnston
"THE QUALITY STORE"

CRAWLING VALLEY, July 2—Mr. and Mrs. E. A. Warren of Calgary are visiting at the home of Mr. and Mrs. Roy Robson.

The baseball game at Dorothy on Sunday was well attended. East Coulee was victorious.

Mr. and Mrs. Harper were Sunday afternoon callers at the Robsons.

A surprise party was held at the home of Oscar Stickney on Saturday evening. It was well attended and a good time was reported by all.

Miss M. Sykes' school closed on June 26th and she is leaving shortly to spend her vacation at Sylvan Lake.

All the farmers that have had sour faces are now wearing broad smiles since the good rains.

Mr. and Mrs. Nat Bryant's two daughters from the states are visiting with their parents.

Mr. and Mrs. J. E. delbridge and children of Gem, Mr. and Mrs. J. W. Robbins and Mr. and Mrs. E. A. Warren of Calgary were Sunday dinner guests at the home of Roy Robson a week ago.

Mr. and Mrs. W. R. Whitney, Mrs. E. A. Warren, Mrs. Roy Robson and daughter Trella Mae were dinner guests at the Austen home on Sunday last.

Mr. and Mrs. Law and family of Chancellors were Sunday dinner guests at the Thews home.

Mrs. R. Robson, Mrs. J. Robbins, Miss Gladys Thew, and H. Nickle were Bassano callers on Saturday.

H. Nickle was a guest at the Thew home last week.

J. W. Robbins, who has been very ill with tonsillitis, is much improved. Mrs. J. W. Robbins, Mrs. E. A. Warren, and Mrs. R. Robson and daughter were dinner guests at the Whitney home on Thursday.

Mr. and Mrs. W. Whitney were callers at the Robson home on Friday evening.

Mrs. E. A. Warren was very pleased to hear that all her music pupils of Calgary were successful in their exams.

THE FIRST PART OF THE NEW PLAY THAT YOU CAN SEE AT THE BASSANO MAIL, THURSDAY, JULY 8, 1931.

TASTY
ICED
DISHERS

We have a nice selection of delicious sandwiches and sodas. Our fresh fruit sandwiches are a real treat.

GROCERIES

Watch for our list of grocery specials next week.

Bulmer's Store

Groceries : Confectionery : Ice Cream

Wheat Pool
Issues Statement

(from Pool Publicity Dept.)

A meeting of the Alberta Wheat Pool delegates will be held in Calgary on Monday, July 13 next. The future policy of the organization will be considered at this meeting. As its conclusion, a definite announcement will be made as to the extent to be followed by the Alberta Pool and Alberta Pool Elevators in the handling of the 1931 crop.

The avalanche of publicity which has been circulated, describing and in many instances misrepresenting the Pool's position, has undoubtedly created a degree of confusion in the public mind as to the position of the Alberta Pool. Alberta Pool members can be assured that their organization is going to carry on under greater control. The changes in economic conditions as they affect wheat may necessitate a change in policy in the handling of members' grain, but it is anticipated that a system will be worked out that will meet the situation adequately and give co-operative activity a new impetus.

The problems that have arisen may change in policy, temporarily at least, necessary in the future operations of Alberta Wheat Pool. Careful consideration has been given to every angle of the situation and the conclusions reached will be presented to the delegates for their consideration at the meeting on July 13. No doubt the delegates will give effect to such of the proposals as are in their judgment calculated to adjust the organization to the prevailing conditions, and to attain the purposes which have brought together in a common effort over 42,000 producers of the Province of Alberta.

Hussar News

(continued from page 1)

not so well, and Mr. and Mrs. E. A. Holland motored down to Bassano on Tuesday and again on Wednesday. Mrs. A. Kaughman was called to Tudor on Tuesday because of the illness of her mother, Mrs. F. W. Schaffer, who passed away Tuesday afternoon. The funeral will be held on Friday.

Mr. and Mrs. E. Anderberg, on children motored to Calgary on Wednesday. They will remain for a couple of days, and Miss Zella Williams, who is again able to get around after an operation, will return with them.

The Chancellor W. I. gave a card party at the home of Mrs. Harry Blair on Wednesday afternoon. Messrs. H. D. Brown, T. L. Montgomery, W. G. Nelson, E. J. Bell, T. Anthony, A. Anderson, and the Misses Krivich, Chisland and Vera, sons-in-law of Hussar motored over to attend, and Mrs. Montgomery was the fortunate lady, bringing home the first prize.

Miss L. Gregory, who is at home for her vacation from the Holy Cross hospital, where she is in training from the consolation. A silver offering, for a most worthy cause was taken, resulting in over \$200.

Mr. and Mrs. W. G. Nelson and daughters, motored to Arrowwood on Tuesday evening, and Miss Caru, Curcio's returned with them to a visit.

Mr. Winning and daughters, Christine and Doreen, stopped in Hussar Thursday, on their way home from Calgary to Winnipeg. Mr. and Mrs. A. Anderson motored to Turner Valley on Saturday.

Mr. E. P. Betts motored to Calgary Wednesday, and his daughter Margie returned with him.

The death occurred Tuesday of Mrs. F. W. Schaffer of Tudor, after a very brief illness. She is survived by her husband, three sons, Leney of Rocky Mountain House; Kenneth of Tudor, and Fred, who lives at home, and four daughters, Mrs. A. Kaughman, of Hussar; Mrs. J. Horn, Thrus Hill, and Bernice and Maudie at home.

Mr. and Mrs. Schaffer and their family came from Illinois 22 years ago and settled in the Tudor district before the railway came through.

Phyllis Henne, the two voiced singer. The Georgian singers are favorably known in Bassano.

Thursday, Friday, and Saturday next week, Ramon Navarro in "The Call of the Flesh," a Metu, Goldwyn Mayer picture.

KNOX PRESBYTERIAN CHURCH
The Church Where Everybody Feels at Home

Rev. F. C. McCreas, minister
Sunday, July 12, 1931

11 a.m.—Sunday School.
3:00 p.m.—Service at Latham.

7:30 p.m.—Bible Study, subject "The Key to the Kingdom."

ANNOUNCING
The Opening Of A
Self Serving Grocery Store
IN BASSANO

We are often asked by our friends and patrons as to why we do not operate a Self Serve Grocereria, similar to those operated by the big stores in the city, that is, those of them who operate a grocereria as well as their regular grocery store.

We have always felt that owing to our low overhead as compared with the high expenses that must rate in the expensive sites in the city, we could not and were selling, quality considered, as cheaply, on an average, as any of them. True, there is the odd low special offered that occasionally makes us look high, but as already mentioned, on the average we were not far out.

This has been accomplished mainly by our being a member of The Associated Grocers Ltd. This association is a combination of 85 independent merchants buying their goods collectively. You can easily see the benefits of the combined buying power of 85 grocers.

As an illustration, not so long ago, we were able to place an advantageous contract for 20 tons of tea. Can you imagine a solitary country grocer placing an order for that amount? If he purchased 500 pounds he was doing well.

It takes no great stretch of the imagination to picture which amount would command the better price, 20 tons or 500 pounds.

This benefit will be extended to the new Grocereria in their buying.

However, unsolicited, the opportunity has come our way to give a Self Serve Grocereria an honest trial. We have cleared most of the men's wear goods from the Bassano Trading Co. store and as we have all the fixtures and equipment on our hands we propose putting in a full stock of groceries and operate this store as a Grocereria.

We have procured the services of Mr. P. Unsworth, who comes well recommended as a Grocereria man. Mr. Unsworth will have full charge as to buying and selling. He will be given free scope as to management, and we have no doubt that he will be able to give satisfaction.

Respectfully,

MCKEE'S STORES.

See Our Circular---

Owing to our space being mostly taken up with Economy Grocereria opening announcement, we refer you to our weekly circulars by mail for Ladies' Wear, Dry Goods, and Men's Wear Store news. Some interesting values being offered.

ECONOMY GROCERIA

Phone
95ONE PRICE TO ALL
P. UNSWORTH, managerFree
Delivery

A Personal Service With Immediate Returns

To The People of Bassano and District:

In introducing to you Bassano's own and new modern Grocereria, we thank you all for the interest given us during our survey to establish a modern and up-to-date merchandizing house in your midst.

WHAT WE ARE: A Grocereria with every facility to function in the popular and present-day method of food supply.

PRICE MAINTENANCE: To advise you on purchasing conditions in accordance with general market fluctuations. We do not cut prices or offer specials. Our consistent low price is based on a small overhead, quick turnover, and a mutual equity.

QUALITY: We aim to carry all Canadian products and national advertised lines, consistent with the minimum of waste and maximum of pure food content.

SERVICE: You serve yourselves. Our ambition is to prepare a personal service, creating a mutual understanding of keen business faithfulness and an honest intent of purpose through a clear understanding of conditions to serve you well.

Faithfully yours,

ECONOMY GROCERIA.

McKee's Grocery Store

Specials for Saturday and Monday, July 11 and 13

CANNED TOMATOES, Royal City, choice quality, No. 2 1/2 lb. tins; 6 tins **.89**CANNED CORN, King Beach, choice quality, No. 2 tins; 6 tins for **.95**CANNED PEAS, Burford Standard, choice quality, No. 2 tins; 6 tins **.85**DRIED FRUITS, Australian Apricots, choice quality; new crop; 2 lb **.49**AUSTRALIAN PEACHES, fancy quality; new crop; 2 lb **.43**CANNED PLUMS, King Beach, light syrup, No. 2 square; 3 tins for **.41**PORK AND BEANS, Aylmer brand, medium tins; 3 for **.33**PEANUT BUTTER, Squirrel brand; 4 lb tin **.37**SHREDDED WHEAT, 3 pkts. for **.37**FIRST FLOUR, A. G. brand, for cake and pastry; 6 lb. sack **.23**CLOVER LEAF, Clover Leaf, tall uns, best sockeye; 2 tins **.73**LION FLAKES, Quaker, Kellogg's, or Post Toasties **.33**CLEANING FLUID, Bluebird home use; 4 oz. clear; simple to use; per bottle **.25**

Regular everyday values in TEAS and COFFEES. We feel that our weekly ad is not complete unless we mention our wonderful values in TEA and COFFEE.

A. G. ECONOMY ORANGE PEERIE TEA. The quality at this price is wonderful; per lb. 45c; 3 lbs. for \$1.25

A. G. COFFEE, CORONA BRAND per lb. 45c; 3 lbs. for \$1.25

A. G. COFFEE, ECONOMY BRAND per lb. 35c; 3 lbs. for \$1.00

New Vegetables and Fruits

Our specialty. Oranges 25c, 35c, and 50c per doz. Grape fruit 3 for 40c; Honey Dew Melons 35c each. Supplies arriving of seasonable items as Raspberries, Loganberries, Plums, Apricots, Cherries (Hings and Royal Annes); Melon and cantaloupe.

Our vegetables are always in prime shape. Also arriving regularly, New Spuds, New Beets, New Carrots, Cucumbers, Hot House Tomatoes, Celery. See us for Head Lettuce—always alive and crisp.

McKee's Stores

Telephone 9: "Always at Your Service": P. O. Drawer 345